

Master Class In Sales Excellence

14th to 17th of November 2023

at Sigtuna Stadshotel.



*Increase your revenue through higher
Sales Productivity*

Confident Approach AB.
Unlocking people's potential

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No tricks, No gimmicks,

The hesitation to initiate first contact with prospective buyers on a consistent daily basis is responsible for the failure of more competent, motivated, capable salespeople than any other single factor. Nothing else even comes close. If Sales Call Reluctance® has infected your sales force, you can stop wasting money on new product rollouts, expensive brochures, and high-dollar sales training. After all, what good are they if your salespeople don't have enough prospects to sell to?

Is Sales Call Reluctance® lurking in your Organization?

Just a few of the tell-tale signs...

- Too many meetings
- Too much focus on having the right corporate "look"
- Too busy "putting out fires"
- Repeated restructurings to try to boost profits
- Effective sales training looks ineffective
- Good sales trainers look bad
- Expensive selection procedures yield so-so results



The Advanced Management Training & Accreditation Workshop

Only the information you need, to measure what you need to measure, so you can change what you need.

- Three critical behaviors of natural self-promoters
- Four steps to success most salespeople can't (or won't) take
- What Sales Call Reluctance® really is and isn't
- Waste your time, waste your money: The four Call Reluctance® Impostors
- The twelve faces of Sales Call Reluctance®
- SPQ GOLD/FSA®: What it is, how it works, what it tells you
- Field-tested techniques to unclog sales prospecting activity
- Beyond the fear of rejection: How to predict, prevent, diagnose and correct Sales Call Reluctance®
- Training salespeople — when ice-breakers aren't enough (aka the "Stun Gun" approach)
- Call Reluctance®: How experts get it wrong and make it worse
- Name games companies play to cope with Sales Call Reluctance®
- Who's spreading Call Reluctance® in your organization?
- The Call Reluctance® Program: validity, reliability, utility and more
- Practical applications and supervised, real world case studies
- How to spot unethical self-promoters before they spot you
- Get ready, get set, get scammed? Evaluating "psychological" tests on the World Wide Web

Plus...

New diagnostic innovations:

The Recruiting Power Measure™, Meeting People Questionnaire™, Career Styles Inventory™, Selling Styles Profile Analysis™

And...

Latest research results from Behavioral Sciences Research Press: Self-Promotion and Gender Studies, *Where in the World Can You Find an Honest Salesperson*, "Faking" Psychological Tests, and more!

Who should attend?

Managers, trainers and professional consultants who are responsible or have a genuine interest in teaching and supporting salespeople to get to higher levels of productivity

Advanced Accreditation Training

Is an intensive three-day counter offensive on the emotional barriers that keep talented, motivated professionals from earning what they're worth. There's no psychological pixie dust, mental makeovers or pseudo-spiritual sermons. This course is about changing unproductive behaviour patterns to achieve measurable, bottom-line results.

Does it Work?

The Fear-Free Prospecting and Self-Promotion Workshop® has been fully validated by pre-post and other research designs. It is the only program of its type and consistently has been rated by psychologists, consultants, corporate executives and sales professionals in many countries as among the best workshops

they have ever attended. If you're weary of baseless claims and shams posing as science, this program could be for you.

"The bottom-line in measuring the effectiveness of any sales training tool is simple. Are you initiating more prospecting activity and closing more business as a result?"

We are!our staff have shown... a 275% increase in prospecting calls per week.....our sales are up by more than 16% over last year"

Jenifer Lambert, VP, Business Development, TR Group

"...thoroughly absorbing, practical and powerful... the skills and applications you'll learn will add to your own value and to the value you can create for others."

Bob Ashford

Natl. Mgr., Sales Development
Morgan & Banks, Australia



Accreditation Agenda

The third and fourth days provides participants with the capacity to deliver the Fear-Free Prospecting & Self-Promotion Workshop®. The

workshop is a behavioral change (CBT-based) program that can quickly and effectively eliminate sales call reluctance problems once they have been properly diagnosed. This day 'peels back the stage curtains' to explain why the workshop is as successful as it is in real business applications around the world and across cultures and industries.

- **Agenda:**
- Platform Resource Guide review
- Principles of Teaching the workshop
- Preparation Requirements
- Self-Disclosure Parameters
- Bonding Techniques
- Unplugging
- Principle of Revelation
- Spontaneous Recovery
- ROI on the workshop in the real world
- Designing your program evaluation
- Practice Teaching (Mandatory for accreditation)
- Skill Building Exercise: Unplugging
- Skill Building Exercise: Workshop Matrix
- Skill Building Exercise: Visibility Management
- Knowledge Review (Mandatory for accreditation)

Meet the Specialists

Christer B Jansson, Trainer & Founder Belbin Sweden will be on hand to answer your questions.

Day 2 of the Advanced Management Training Workshop also features an afternoon session with Suzy Dudley. She will explain the science behind the system and demonstrate why the Call Reluctance® program is used by sales-driven organizations worldwide to help increase productivity and reduce sales turnover. This part will be online.



Christer B Jansson Founder & CEO for Confident Approach Europe

Has a background as sales manager, marketing manager and since 1989 as a consultant within leadership, sales and team development. Christer has since 1987 been a teacher in Belbin theory in the Psychology department at Stockholm University. He is also the founder and member of the Board in Belbin Sweden.

He is now Founder and CEO of Confident Approach AB, a consultancy company who is working with organizations to develop productivity in salespeople, help them recruit better and train the sales management and in-house trainers. Confident Approach AB has the rights for Sales Call Reluctance in Europe.



Suzanne C. Dudley, CPA President & CEO

Suzanne C. Dudley, daughter of BSRP's Co-Founder, George W. Dudley, has worked at BSRP in many different capacities since the early 1980s. In 2004, she was appointed as Director of Finance, and in January 2012 she was promoted to acting President and Chief Financial Officer. Prior to 2004, Suzanne worked in public accounting where she advised small and medium sized businesses across many industries on topics related to tax compliance, accounting systems, financial reporting, budgeting, strategic planning, etc.

In her current role as President, Suzanne is responsible for the development and management of the company's strategic plan, which includes initiatives such as resource allocation, channel management, and new product development.

Advanced Management Training

Description

The workshop is unique in its construction. It is built on long science-based knowledge. It is very effective in changing people's behavior, and you get razor sharp tools to develop people and handle Call Reluctance. IN USA it's run by BSRP and when in Europe it is Christer, Inger and Trelitha Bryant that teach it.

Purpose

The purpose is to give every participant necessary information, tools and techniques to handle both your own and your clients Sales Call Reluctance. We also want that your investment will pay back within half a year.

The Management Training Workshop will be run by Confident Approach AB in cooperation with BSRP Inc Dallas Texas.

Date for workshop 2023

November 14-17th 2023



Venue information Sigtuna Stadshotell

Price Full board and accommodation € 1,500

Venue will be Sigtuna Stadshotell situated close to Arlanda Airport and lake Mälaren. Sigtuna is one of Swedens three oldest towns with a lot of History.

Time table Workshop

Start time on day 1 at 10.00 and the workshop ends on day 4 at 15.00 sharp.

Finishing time is at 18.00 every day except last day when it is 15.00. Starting time at 09.00 every day except first day which starts at 10.00

Price

€4.000 plus VAT. Conference fees and accommodation are extra, see above.

The Workshop consists of 4 days training, Workshop books, Platform Resource Guide, textbook, your own test, Rx profile etc.

Payment: Has to be paid before the Workshop